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September 28, 2016

**Ex Parte**

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

**Re: Improving Wireless Emergency Alerts and Community-Initiated Alerting, PS  
Docket No. 15-91**

Dear Ms. Dortch:

Pursuant to section 1.1204(a)(10)(iv) of the Commission's rules, today at approximately 12:15 PM the undersigned and Erin McGrath of the Office of Commissioner O'Rielly discussed the implementation timeframe that would be needed to enable wireless service providers to begin delivering Wireless Emergency Alerts with embedded clickable URLs across all WEA alert categories. Specifically, we discussed the need for a *minimum* 12-18 month period for new standards development – possibly longer if standards bodies have limited resources. After standards are complete, incorporating them into new LTE handsets would take approximately 12-18 months, and additional time beyond that would be needed to distribute the newly-capable handsets to consumers.

This letter is submitted in accordance with Section 1.1206(b)(2)(v) of the rules. Please contact me if there are questions concerning this filing.

Sincerely,

A handwritten signature in blue ink that reads "Robert G. Morse". The signature is written in a cursive, flowing style.